

Appl. No. 10/016,380  
Amdt. Dated Feb. 25, 2005  
Reply to Office Action of Nov. 30, 2004

## AMENDMENTS TO THE CLAIMS

As requested, the Applicants have removed the text for cancelled claim 16. This  
5 listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

- 10 Claim 1 (currently amended) A method for identifying the source of a broadcast signal, comprising in combination,
- (a) receiving means for calls from one or more telephones;
  - (b) receiving means for one or more broadcast signals;
  - (c) means for matching all or part of the audio-frequency content of said  
15 received telephone calls to all or part of the audio-frequency content of said received broadcast signals;
  - (d) decision means for selecting the source of broadcast signals based on the degree of match between said ~~all or partial~~ audio-frequency content of said received telephone calls and said ~~all or partial~~ audio-  
20 frequency content of said received broadcast signals.

Claim 2 (original) The broadcast-signal identification method of claim 1 wherein a telephone is a mobile telephone.

- 25 Claim 3 (original) The broadcast-signal identification method of claim 1 wherein the received broadcast signal is a radio broadcast.

Claim 4 (original) The broadcast-signal identification method of claim 1 wherein the received broadcast signal is the audio portion of a television broadcast.

Appl. No. 10/016,380  
Amdt. Dated Feb. 25, 2005  
Reply to Office Action of Nov. 30, 2004

Claim 5 (original) The broadcast-signal identification method of claim 1 wherein the received broadcast signal is a broadcast from a satellite.

- 5    Claim 6 (currently amended) The broadcast-signal identification method of claim 1 wherein the means for matching said content of said received telephone calls to said content of said received broadcast signals is a statistical signal analysis means.
- 10   Claim 7 (currently amended) The statistical matching means of claim 6 wherein ~~the statistical matching means~~ said signal analysis means is cross-correlation analysis.

- Claim 8 (currently amended) The cross-correlation ~~means~~ analysis of claim 7  
15   wherein ~~the said~~ cross-correlation analysis is performed at positive and negative relative time lags.

- Claim 9 (currently amended) The statistical matching means of claim 6 wherein ~~the statistical matching means~~ said signal analysis means is co-spectral analysis.  
20

- Claim 10 (currently amended) The broadcast-signal identification method of claim 1 wherein the content of the received broadcast signal is contains an encoded, injected, or embedded survey signal.
- 25   Claim 11 (original) The broadcast-signal identification method of claim 1 further including associating data related to the identity of a calling telephone.

Appl. No. 10/016,380  
Amdt. Dated Feb. 25, 2005  
Reply to Office Action of Nov. 30, 2004

Claim 12 (original) The broadcast-signal identification method of claim 1 further including recording all or part of the content of the received telephone calls and all or part of the content of the broadcast signals.

- 5 Claim 13 (original) The broadcast-signal identification method of claim 1 further including post-processing of all or part of the content of the received telephone calls and all or part of the content of the broadcast signals.

- Claim 14 (currently amended) An apparatus for identifying the source of a  
10 broadcast signal, comprising in combination,
- (a) digitizer means for receiving one or more incoming telephone calls;
  - (b) ~~receivers for one or more broadcast signals~~ means for digitizing all or part of the audio contents of said incoming telephone calls;
  - (c) ~~digitizer means for digitizing all or part of the audio contents of the outputs from said broadcast receivers~~ receivers for one or more broadcast signals;
  - 15 (d) ~~digital processing means for matching said digitized received telephone calls with said digitized received broadcast signals~~ means for digitizing all or part of the audio output signals from said broadcast receivers;
  - 20 (e) ~~automated decision means for selecting the source of broadcast signals based on the degree of match between said all or partial content of said received telephone calls and said all or partial content of said received broadcast signals~~ digital processing means for matching said digitized audio contents of said incoming telephone calls with said digitized audio output signals of said broadcast receivers;
  - 25 (f) automated decision means for identifying the source of broadcast signals based on the degree of said matching;

Appl. No. 10/016,380  
Amdt. Dated Feb. 25, 2005  
Reply to Office Action of Nov. 30, 2004

Claim 15 (currently amended) The apparatus of claim 14 further including automated means for reporting ~~matches between said contents of received telephone calls and said contents of~~ said identification decisions on the sources of broadcast signals;

5

Claim 16 (cancelled).

Claim 17 (currently amended) The apparatus of claim ~~16~~ 15 further including automated means for generating a listenership report.

10

Claim 18 (currently amended) The broadcast-signal source identification apparatus of claim 14 wherein the broadcast source selection decisions are associated with demographic information related to the identities of callers making the incoming telephone calls.

15

Claim 19 (currently amended) The broadcast-signal source identification apparatus of claim 18 wherein a demographics database is generated by compelling callers to provide demographic information in return for a service.

20 Claim 20 (currently amended) The broadcast-signal source identification apparatus of claim 19 wherein said service is traffic information.